The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Feb 3

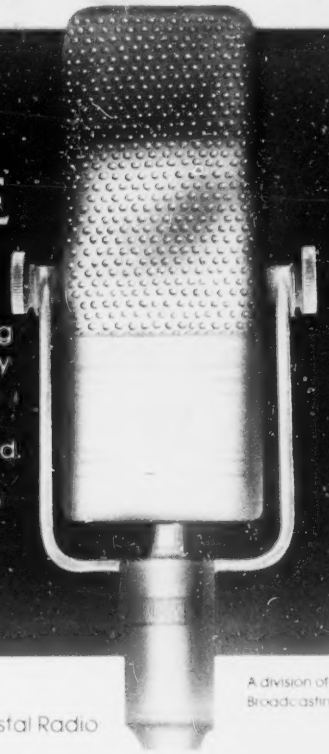
KOB

ALBUQUERQUE, NEW MEXICO AM RADIO

1985
GOLDEN MIKE
RECIPIENT

KOB Radio and Hubbard Broadcasting are proud to join an elite group of only 22 other stations across the country to be awarded the prestigious Broadcast Pioneers Golden Mike Award.

KOB pioneered radio in New Mexico, beginning broadcasting in 1921, and has continued the legend of being rated the Southwest's number one AM station.



A division of Hubbard Broadcasting, Inc.

Represented nationally by Cristal Radio

55th Year 1986

SHUTTLE TRAGEDY:
All eyes on television

MUST-CARRY ISSUE:
All eyes on FCC

Vol. 110 No. 5

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## Television chronicles shuttle tragedy
## Must-carry comments pour into FCC
## Rubenstein new CPB president

GATHERING ROUND ■ Television relates grief of nation in aftermath of shuttle explosion. PAGE 27.

MUST CARRY FOLLOW ■ Mounds of comments are logged in at the FCC on what to do about must carry. PAGE 30.

NEW CHIEF ■ Former Mutual and ABC executive Martin Rubenstein selected as new president of Corporation for Public Broadcasting. PAGE 34.

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NEWS CONCENTRATION ■ Roone Arledge relinquishes sports position to focus on news division. PAGE 73.

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erably more to advertise on *Today* than it did a year ago and nearly double what it cost two years ago. Friedman recalled that in the first quarter of 1984 a 30-second spot on *Today* averaged $8,000. At present, according to NBC's vice president of sales, Bob Blackmore, that same 30 goes for between $13,000 and $14,000. Given that NBC has 10 minutes of advertising time in *Today* per episode (affiliates get all the spots in the 7-7:30 and 8-8:30 segments), leaving NBC about one hour's worth of advertising time to clear for a two-hour show), that multiplies out to $1.3 million-$1.4 million a week, or $68 million-$73 million annually. So the difference between an $8,000 spot and a $13,000 spot can mean $25 million annually.

With the arrival of Larry Grossman as president of NBC News and Tim Russert as vice president, Friedman says the network is giving more promotional support to the show. Promotional spots have increased 30% over the past year with an additional 10-second promo inserted in prime time five to six days a week and an extra promo at the end of *Meet The Press* on Sunday. And NBC's higher prime time ratings haven't hurt, either. "When you add NBC's prime time resurgence, that helps [Viewers] leave their station on NBC and see our promos. People catch us by mistake."

Grossman and Russert, Friedman said, have also helped stamp out some of the previous "internal wars" that erupted at NBC News over resource allocations that only aggravated the *Today* show's "orphan" status within the news division. Friedman said that not too long ago an NBC News reporter, if he or she showed enough cunning, could duck out of a *Today* show assignment in favor of the big story on the *Nightly News*. But no more. Now, said Friedman, there's a more equal sharing of priorities.

Friedman freely volunteers plenty of theories as to why *Today* has grown and *GMA* has not—among them that audiences may be tiring of a personality-dominated show like *GMA* in favor of a more overtly group effort like *Today*. Friedman also hasn't written off the competition. "You can't take *GMA* for granted," he said. "They have a big star in David Hartman." But right now coach Friedman and his players seem to have the ball. They know their show is hot, and *GMA*, they believe, is on the defensive. "The key in the morning race is not what *Today* does,"

## Bears also win for NBC

*Super Bowl XX* drew the third highest rating in *Super Bowl* history and easily gave NBC its 12th win of the season, as it scored a 21.1 rating and a 32 share, according to Nielsen's National Television Index for the week of Jan. 20-26. CBS had a 16.24 for the week and ABC a 14.4.22.

NBC increased its season-to-date average for the broadcast year by 0.9 rating points. It now has a 17.9.28, compared to a 16.9.26 for CBS and a 15.1.24 for ABC.

The *Super Bowl XX* victory for NBC contributed to the second-highest weekly win for a network this season. ABC had the season's highest-rated weekly victory this season during the fifth week (Oct. 21-27), with a 22.2.34 for its coverage of the *World Series*. NBC capitalized on the *Super Bowl* rating, and the rating for the week's second-ranked program, the bowl's post-game show (35.4.39), by scheduling the hour-and-a-half premiere of *The Last Precinct* after the post-game show. *Precinct* attracted a 23.9.35 from 9:37 to 11:07, and ranked eighth for the week. NBC had eight of the week's top 10 programs.

ABC turned in a strong performance on Wednesday, as *Dynasty* ranked fifth for the week with a 24.2.35, its second-highest rating this season. ABC attributed the increase in ratings to a change in storylines that will renew the rivalry between Linda Evans (Krystal) and Joan Collins (Alexis). *Dynasty*'s season-to-date average coming into the night was 22.3.34. Wednesday was also *MacGyver*'s premiere performance, from 8 to 9, which scored a 17.7.26.

HUT levels remained the same as a year ago—64.5; combined network ratings were up 1%, from last year's 51.1 to 51.6; and combined network shares were also up 1%, from 78.2 to 78.6.

■ CBS swept all time periods on Monday with its regular schedule. NBC's broadcast of a special from 9 to 11, *An All Star Tribute to Martin Luther King*, honoring the birthday of the slain civil rights leader, scored a 12.7.20.

■ ABC had its highest Tuesday of the season with regular programming. Three of the network's programs for that night finished in the top 20, led by *Who's the Boss* (21.3.32), which finished 14th. An *NBC News Special: A.I.D.S.*, from 10 to 11, had an 11.8.20.

■ Each of ABC's three hourlong shows won its time period on Wednesday. From 8 to 9, *MacGyver* did not face that period's usual winner, NBC's *Highway to Heaven*, as NBC pre-empted the show for part two of a special, *Missing: Have You Seen This Person?* (17.25).

■ NBC's Thursday schedule included three of the week's top 10 shows. Even so, on CBS from 9 to 10, *Simon and Simon* (21.2.31) outperformed its season-to-date average from the previous week (17.7.26) by 3.5 ratings points. CBS's *Knot's Landing* (20.6.33) took the 10 to 11 time period.

■ CBS won Friday, powered by the 11th-ranked *Dallas* (22.34) from 9 to 10. *Twilight Zone* (14.2.22) placed third from 8 to 9, and *Falcon Crest* (18.5.30) was second from 10 to 11. NBC's second-place finish for the night was highlighted by *Miami Vice* (24.1.39).

■ NBC's Saturday comedy block delivered that night by almost six ratings points for that network. *Golden Girls* was ninth for the week, with a 23.8.37, and a *Remington Steele Special* earned a 17.2.30.

■ CBS delayed some of its Sunday night powerhouse lineup until after the Super Bowl, and the move seemed to have paid off. A repeat of *Murder, She Wrote*, from 10 to 11, ranked 10th for the week with a 22.5.34. Its normal lead-in, *60 Minutes*, did a 20.9.29 from 9 to 10. A repeat of 'Single Bars/Single Women' on the *ABC Sunday Night Movie* scored an 11.8.18.

| Rank | Show | Network | Rating | Share |
|---|---|---|---|---|

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| Service | On Air | CP's | Total * |
|---|---|---|---|
| Commercial AM | 4,861 | 176 | 5,037 |
| Commercial FM | 4,545 | 408 | 4,953 |
| Educational FM | 1,481 | 75 | 1,556 |
| Total Radio | 10,887 | 659 | 11,546 |
| FM Translators | 964 | 444 | 1,408 |
| Commercial VHF TV | 521 | 9 | 530 |
| Commercial UHF TV | 480 | 109 | 589 |
| Educational VHF TV | 114 | 2 | 116 |
| Educational UHF TV | 190 | 21 | 211 |
| Total TV | 1,305 | 141 | 1,446 |
| VHF LPTV | 130 | 4 | 134 |
| UHF LPTV | 132 | 139 | 271 |
| Total LPTV | 262 | 143 | 405 |
| VHF TV translators | 3,904 | 196 | 4,100 |
| UHF TV translators | 1,146 | 1,064 | 2,210 |
| ITFS | 286 | 114 | 400 |
| Low-power television | 534 | 81 | 615 |
| TV auxiliaries | 4,430 | 209 | 4,639 |
| SMR (specialized mobile radio) | 8 | 3 | 11 |
| Experimental TV | 3 | 5 | 8 |
| Remote pickup | 12,348 | 93 | 12,441 |
| Aural STA's (Feb. 23, 1978) | 2,836 | 166 | 3,002 |

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